



ROLE PROFILE

Job Title:	Customer Experience Manager	Reporting to:	Head of Housing & Customer Services
Directorate:	Operations Department	Location:	The Gateway, 89 Sankey Street

Purpose of the role:

- Responsible for providing an exceptional customer experience, leading on developing services which meet customer needs through data and intelligence and seeking best practice to improve customer satisfaction.
- To embed a first point of contact resolution service to reduce avoidable contact.
- To be responsible for the collation of all customer-related data to shape services and proactively use feedback to improve the services we deliver.
- To lead on the coordination of complaints handling, ensuring we comply with all associated guidance and regulatory frameworks and analyse feedback to improve services.

Key accountabilities and job content:

- Responsible for leading, motivating and developing the Customer Services Team to deliver multi-channel Right First-Time frontline customer service, managing in/outbound contacts.
- Provide support to the operational Housing and Property Services Team, including rent collection, low level arrears management, empty homes and actioning day to day repairs and enquiries around planned or major works.
- To lead on ensuring all external and internal customers receive a high-quality and consistent service through all communication channels.
- To lead and manage a small team to ensure the customer experience is positive, including setting objectives, managing performance and embedding a team culture.
- Support SMT and develop and ensure adherence to policies, procedures and processes that facilitate efficient, effective and economic service delivery.
- Responsible for our customer feedback channels, including our website content, digital platforms and social media to ensure effective two-way communication.
- Responsible for overseeing Complaints, Compliments and feedback, ensuring residents have simple and accessible routes for raising issues, making complaints and seeking redress, that we investigate complaints thoroughly and provide timely responses. To implement required processes including tracking complaints and lessons learnt, accurately maintaining records relating to Housing Ombudsman enquiries and ensuring a timely response.
- Ensure we collate and use customer feedback/ intelligence effectively and use the learning to improve and develop WHA services, in accordance with RSH and Housing Ombudsman's expectations
- Ensure WHA continues to comply with RSH Consumer Standards, including overseeing self-assessments, liaising internally with the housing and property services teams and work with others such as NHF, PlaceShapers and Community Housing Partnership to share, learn and develop best practice, in consultation with our residents.

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- Responsible for collation of customer profiling and intelligence to enable us to tailor and target our services to resident's needs and aspirations.
- Responsible for seeking, collating, analysing and sharing resident's views/ surveys and working with relevant teams to identify and deliver service improvements, embed new ways of working that increase customer engagement and are shaped around customer needs.
- Ensure residents receive clear, accessible and timely information on the issues that matter to them, including important information about their homes and local community, how the organisation is working to address problems, how the organisation is run, and information about performance on key issues.
- Responsible for analysing customer service performance, identifying trends and themes, service failures, taking corrective action and developing case studies that show how we learn and improve.
- Regular production of performance information, such as telephones/emails/social media, service requests, complaints and compliments. Research, write and present timely management reports.
- To manage general administration functions which form part of the customer services team.
- Develop and maintain positive productive relationships with partner organisations to co-design and deliver projects and enable our customers to access their services.
- Facilities and H&S management of our office and support to our retirement living hubs.

Leadership and Management

- To actively model the values of the Association and inspire excellence in others;
- To provide inspirational, authentic and innovative leadership, built on the principles of trust & responsibility;
- To support our organisational culture of continuous improvement and excellence;
- Work with the SMT to provide effective, collaborative and motivational leadership, within a culture that coaches and engages people to make the most of their skills and talents;
- Evaluate and mitigate risk, ensuring compliance with regulatory and requirements;
- To ensure colleagues are recruited, managed, coached and developed in accordance with the Associations values and procedures, to ensure they are clear about expectations and recognised for good performance.

Qualifications - desirable

- A relevant professional or management qualification.
- Project management qualification.

Knowledge, skills and experience:

Essential

- Proven track record of leading and delivering excellent customer service and effectively managing agile teams.
- Proven ability to lead, manage and motivate teams, contribute positively to the wider organisational responsibilities, performance and outcomes.
- Experience of working with clients and customers to understand their perceptions, needs and aspirations.

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- Training & coaching, influencing and negotiating with others, excellent presentation skills (both face to face and virtually).
- Project management skills and experience of successfully delivering projects.
- Knowledge and experience of using customer profiling and segmentation techniques to improve and target services.
- Experience of engaging and involving customers in designing and delivering services.
- Proven ability to work autonomously day to day, resolve complex problems, make decisions and manage a varied workload to achieve challenging performance targets.
- Proven ability to deal calmly and positively with challenging situations, reaching positive solutions.
- Excellent oral and written communication.
- IT literate – Microsoft Office.

Desirable

- Experience of working within social housing/regulated sector.

Corporate

- Responsible for the health, safety and welfare of yourself and others at work, embedding a safety-first culture.
- Commitment to equality, diversity and inclusion.
- Adhere to safeguarding policies and procedures, reporting any concerns and working with agencies to safeguard vulnerable customers and colleagues.
- Comply with the General Data Protection Regulations.
- Occasional evening or weekend work, including being a named point of contact for people related emergencies out of hours.
- Full UK Driving or Motorbike licence and have access to a vehicle to travel across the organisation's areas of work.
- May be required to undertake any other reasonable duties commensurate with the role.

Competency Framework

Team Working – Level 3; **Respect** – Level 3; **Progress** – Level 3; **Leadership** – Level 2; **Integrity** – Level 2; **Customer Service** – Level 4

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